

NEWS RELEASE

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Utah Tourism Board Funds Co-op Marketing Projects

(Note: Funding for Ogden Valley Business Association Revised from \$3,805 to \$5,074)

Ogden - Members of the Utah Board of Tourism Development have approved nearly \$896,000 in applications for the state's Utah's Cooperative Marketing Program. The board met on Wednesday during the Utah Tourism Conference.

The board funded 18 applications:

2007 Rotary International Convention	\$168,150
Bear River Association of Governments	\$11,840
Daggett County	\$16,060
Dinosaurland Travel Board	\$15,150
Friends of the Moab Folk Festival	\$17,000
Mt. Pleasant City/Heritage Highway 89	\$25,000
Ogden Valley Business Association	\$5,074
Park City Chamber of Commerce	\$9,396
Park City Performing Arts Foundation	\$47,405
Piute County	\$20,000
Salt Lake Convention and Visitors Bureau	\$88,645
Sportsmen for Habitat	\$100,000
The Downtown Alliance	\$25,000
Utah Festival Opera	\$50,000
Ski Utah	\$250,000
Utah Symphony and Opera	\$30,000
Wasatch Western Heritage Inc./Cowboy Poetry	\$12,000
Zion Canyon Art and Flute Festival	\$5,000

Total \$895,720

"The board has successfully completed the first year of this new cooperative marketing program, providing nearly \$2 million to our local tourism partners during the current fiscal year for a wide array of out-of-state advertising projects," says Leigh von der Esch, managing director of the Utah Office of Tourism, Governor's Office of Economic Development."

Those eligible for the co-op program include cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have been established as a non-profit for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the state brand and have a call to action.

The next cooperative marketing application deadline is August 4, 2006. During the next fiscal year, \$2.2 million will be available. All of the monies will be awarded in September. The application and guidelines can be downloaded at <http://travel.utah.gov/co-opmktg.htm>.

For additional information on the co-op guidelines and application form, please contact the Utah Office of Tourism, 300 N. State St., Salt Lake City, Utah, 84114, (801) 538-1900.

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